

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:3301

ANSWERED ON:23.08.2011

MECHANISM TO REGULATE TV CONTENT

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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government proposes to set up an independent mechanism to monitor/regulate TV content in the country;
- (b) if so, the details thereof and the achievement made so far;
- (c) whether the Government has set up a task force for holding consultations with the stakeholders/other broadcasting associations on the issue of regulating the broadcast content;
- (d) if so, whether the said task force has submitted its report to the Government; and
- (e) if so, the details of the recommendations made therein?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI C. M. JATUA)

(a) & (b) : The Ministry has set up an Electronic Media Monitoring Centre (EMMC) which is capable of monitoring the content of around 300 private satellite TV channels on 24X7 basis. The Ministry has also constituted an Inter-Ministerial Committee (IMC) to consider complaints and take suo moto cognizance of content related violations of satellite channels and recommend appropriate course of action. There is no proposal presently under the consideration of the Ministry to set up a statutory independent broadcasting authority. Further, the Ministry has been making efforts to promote self regulation as far as regulation of TV content is concerned. Further, as part of their self regulatory mechanism, Indian Broadcasting Foundation (IBF) has set up Broadcast Content Complaints Council (BCCC) for regulating general entertainment channels; and News Broadcasters Association (NBA) formed News Broadcasting Standards Authority (NBSA) to consider the content related complaints of news channels. Advertisement Standard Council of India (ASCI) has also developed a Code of conduct for self regulation in advertising and they have set up a Consumer Complaints Cell (CCC) to examine complaints relating to advertisements.

(c) to (e): The Ministry had constituted a Task Force under the Chairmanship of Secretary, Ministry of Information and Broadcasting on 27th November, 2009 to hold wide ranging consultations with stakeholders to understand their perspective on the need, scope, jurisdiction, organizational structure, powers and functions of an independent Broadcast Regulator and the issues relating to regulation of content and furnish its recommendations to the Government. The Task Force consisting of representatives of the Ministry and the broadcasting industry, held consultations with different stakeholders. A number of diverging views emerged during its consultations. However, within the industry, the preponderant view is that self-regulation is the best way to regulate the media and no purpose would be served by introducing any other measures to regulate content. The report of the Task Force is awaited.